WE CLAIM:

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A gum package having giveaway information comprising: a body including a removable end wall; and

- the removable end wall having an inner surface the entirety of which is only visible when the end wall is removed, the giveaway information visible by viewing the inner surface.
- 2. The package of Claim 1, wherein the body has a rectangular shape.

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- 3. The package of Claim 1, wherein the body includes a tab that attaches to a ribbon, the ribbon extending around the body, the ribbon tearing the body to remove the removable end wall.
- 15 4. The package of Claim 1, wherein the body is constructed, at least in part, from a flexible foil.
 - 5. The package of Claim 1, wherein the giveaway information is adapted to inform the consumer whether or not the consumer has won a prize.

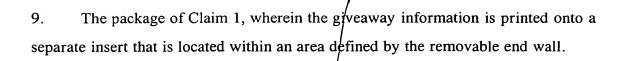
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- 6. The package of Claim 1, wherein the giveaway information includes information concerning an item selected from the group consisting of: a sweepstakes, a raffle, a contest, a coupon and a rebate.
- 7. The package of Claim 1, wherein the giveaway information is printed on the inner surface of the removable end wall.
 - 8. The package of Claim 1, wherein the giveaway information is stamped onto an inner surface of the removable end wall of the body.

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- 10. The package of Claim 1, wherein the body houses a plurality of sticks of chewing gum.
 - 11. A package having giveaway information for housing a confectionery product comprising:
- a flexible body having inner surfaces defining an interior for housing products and having an end that is removable by a consumer grasping and pulling a member; and giveaway information visible by viewing an inner surface of the removable end.
 - 12. The package of Claim 11, wherein the member is a tab.
- 15 13. The package of Claim 12, wherein the consumer is able to grasp the tab and tear a portion of the body to remove the end wall from the body.
 - 14. The package of Claim 11, wherein the giveaway information is printed onto the surface of the end wall.
 - 15. The package of Claim 11, wherein the body includes a portion that is constructed from a foil.
 - 16. The package of Claim 11, wherein the body has a rectangular shape.
 - 17. The package of Claim 11, wherein the giveaway information is located on a separate insert located at the removable end.

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18.	A method for providing giveaway	/ finformatio	on in a	chewing g	gum	package
withou	t destroying a body portion of the	package for	r holdin	ng the gum	, the	method
compri	sing the steps of:					

providing a package including a removable end wall; and providing giveaway information on the removable end wall, the giveaway information only being viewable upon removal of the end wall.

- 19. The method of Claim 18, including the step of providing a tab for tearing the package to remove the removable end wall.
- 20. The method of Claim 18, including the step of printing the giveaway information on an inner surface of the removable end wall.
- 21. The method of Claim 18, including the step of stamping the giveaway information on an inner surface of the removable end wall.
 - 22. The method of Claim 18, including the step of providing the package in a rectangular shape.